| L Number | Hits | Search Text | DB | Time stamp |
|---|---|---|---|---|
| 1 | 0 | roy ADJ morgan ADJ research | USPAT: US-PGPUB: EPO: JPO: DERWENT: IBM_TDB | 2004/11/01 12:29 |
| 2 | 84 | rennie-g$.in. | USPAT: US-PGPUB: EPO: JPO: DERWENT: IBM_TDB | 2004/11/01 12:29 |
| 3 | 3 | rennie-g$.in. and (frequency and media) | USPAT: US-PGPUB: EPO: JPO: DERWENT: IBM_TDB | 2004/11/01 12:32 |
| 4 | 388 | morgan-g$.in. | USPAT: US-PGPUB: EPO: JPO: DERWENT: IBM_TDB | 2004/11/01 12:32 |
| 5 | 214 | grant-p$.in. | USPAT: US-PGPUB: EPO: JPO: DERWENT: IBM_TDB | 2004/11/01 12:32 |
| 6 | 6 | morgan-g$.in. and grant-p$.in. | USPAT: US-PGPUB: EPO: JPO: DERWENT: IBM_TDB | 2004/11/01 12:34 |
| 7 | 20697 | reach SAME (frequency or frequencies) | USPAT: US-PGPUB: EPO: JPO: DERWENT: IBM_TDB | 2004/11/01 12:34 |
| 8 | 278 | (reach SAME (frequency or frequencies)) SAME (publication$2 or ad or advertis$6 or commercial or commercials or magazine$2) | USPAT: US-PGPUB: EPO: JPO: DERWENT: IBM_TDB | 2004/11/01 12:35 |
| 9 | 33 | ((reach SAME (frequency or frequencies)) SAME (publication$2 or ad or advertis$6 or commercial or commercials or magazine$2)) AND (two NEAR2 (time or times or period or periods)) | USPAT: US-PGPUB: EPO: JPO: DERWENT: IBM_TDB | 2004/11/01 12:35 |

```
Your SELECT statement is:
   s roy(2n)morgan and asteroid

         Items    File
         -----    ----
             1     13: BAMP_2004/Oct W3
             1     15: ABI/Inform(R)_1971-2004/Nov 01
             1     20: Dialog Global Reporter_1997-2004/Nov 01
Examined  50 files
             1    116: Brands & Their Companies_2004/Sep
             1    120: U.S. Copyrights_1978-2004/Oct 26
Examined 100 files
             1    148: Gale Group Trade & Industry DB_1976-2004/Oct 15
Examined 150 files
             1    226: TRADEMARKSCAN(R)-US Fed_OG 041026/AP 041028
Examined 200 files
             1    349: PCT FULLTEXT_1979-2002/UB=20041028,UT=20041021
Examined 250 files
             2    416: DIALOG COMPANY NAME FINDER(TM)_2004/Aug
Examined 300 files
             1    484: Periodical Abs Plustext_1986-2004/Oct W4
             1    515: Dun`s Elec. Bus. Dir.(TM)_2004/Aug
             1    516: D & B - Duns Market Identifiers_2004/Aug
Examined 350 files
Examined 400 files
Examined 450 files
Examined 500 files
             1    753: IBISWorld Market Research_2000-2004/Sep W2
Examined 550 files
             1    994: NewsRoom 2001

14 files have one or more items; file list includes 562 files.
```

```
Set      Items    Description
S1         15     ROY(2N)MORGAN AND ASTEROID
S2         13     RD (unique items)
S3          9     S2 NOT PY>2000    —kurc
File  13:BAMP 2004/Oct W3
          (c) 2004   The Gale Group
File  15:ABI/Inform(R) 1971-2004/Nov 01
          (c) 2004 ProQuest Info&Learning
File  20:Dialog Global Reporter 1997-2004/Nov 01
          (c) 2004 The Dialog Corp.
File 116:Brands & Their Companies 2004/Sep
          (c) 2004 Gale Research Inc.
File 120:U.S. Copyrights 1978-2004/Oct 26
          (c) format only 2004 The Dialog Corp.
File 148:Gale Group Trade & Industry DB 1976-2004/Oct 15
          (c)2004 The Gale Group
File 226:TRADEMARKSCAN(R)-US Fed OG 041026/AP 041028
          (c) 2004 Thomson & Thomson
File 349:PCT FULLTEXT 1979-2002/UB=20041028,UT=20041021
          (c) 2004 WIPO/Univentio
File 416:DIALOG COMPANY NAME FINDER(TM) 2004/Aug
          (c) 2004 Dialog Info.Svcs.
File 484:Periodical Abs Plustext 1986-2004/Oct W4
          (c) 2004 ProQuest
File 515:Dun`s Elec. Bus. Dir.(TM) 2004/Aug
          (Copr. 2003 D&B)
File 516:D & B - Duns Market Identifiers 2004/Aug
          (Copr. 2004 D&B)
File 753:IBISWorld Market Research 2000-2004/Sep W2
          (c) 2004 IBIS Bus Info Ltd
File 994:NewsRoom 2001
          (c) 2004 The Dialog Corporation
```

DIALOG(R)File 349:PCT FULLTEXT

00227307
**REACH AND FREQUENCY ESTIMATION FOR MEDIA**
**ESTIMATION DE L'ETENDUE ET DE LA FREQUENCE DE CONTACT POUR LES MEDIAS**
Patent Applicant/Assignee:
  THE **ROY** **MORGAN** RESEARCH CENTRE PTY LTD,
  RENNIE George C,
  GRANT Peter
Inventor(s):
  RENNIE George C,
  GRANT Peter,
Patent and Priority Information (Country, Number, Date):
  Patent:              WO 9301554 A1 19930121
  Application:         WO 92AU286 19920616  (PCT/WO AU9200286)
  Priority Application: AU 917023 19910702; AU 919175 19911029
Designated States:
(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)
  AT AU BB BG BR CA CH CS DE DK ES FI GB HU JP KP KR LK LU MG MN MW NL NO
  PL RO RU SD SE US AT BE CH DE DK ES FR GB GR IT LU MC NL SE BF BJ CF CG
  CI CM GA GN ML MR SN TD TG
Publication Language: English
Fulltext Word Count: 11712

Patent Applicant/Assignee:
  THE **ROY** **MORGAN** RESEARCH CENTRE PTY LTD...
Fulltext Availability:
  Claims

Claim
... suite of
  programmes is commercialy available from the applicant
  company and sold under the name **ASTEROID** ,
  Figure 2 shows, in block diagram form, personal
  computer-based elements which can be utilized...tIme corrections are made
  automatically requiring no intervention by the user.
  The main executable program **ASTEROID** .EXE performs the
  main analysis function required with survey data, that
  being two-way tabulations...F 1 2 2 0
  Once all the input-data have been specified,, the
  program **ASTEROID** ,EXE is able to estimate the OTS
  distribution, reach and average frequency for each
  schedule...above when guided by the
  5 flow diagram of Figure 1. In the alternative, the
  **ASTEROID** code may be obtained from the applicant company,
  The steps of Figure 1 are well...

10399463
**ASTEROID**

APPLICATION TITLE: ASTEROIDS
CLASS:  TX (Textual Works); unpublished
LC RETRIEVAL CODE: C (Machine-readable works)
STATUS: Registered 98059
REGISTRATION NUMBER: TXu533742
DATE REGISTERED: November 25, 1991 (19911125)

**ASTEROID**

```
Your SELECT statement is:
    s (casualness and recency and (frequency or frequencies and magazine?
?))

          Items   File
          -----   ----
      Examined  50 files
      Examined 100 files
      Examined 150 files
      Examined 200 files
             1    340: CLAIMS(R)/US Patent_1950-04/Oct 28
      Examined 250 files
      Examined 300 files
      Examined 350 files
      Examined 400 files
             1    654: US Pat.Full._1976-2004/Oct 28
      Examined 450 files
      Examined 500 files
      Examined 550 files

    2 files have one or more items; file list includes 562 files.
```

Your SELECT statement is:
    s (casualness and recency and (frequency or frequencies))

             Items    File
             -----    ----
        Examined   50 files
        Examined  100 files
        Examined  150 files
        Examined  200 files
             1    340: CLAIMS(R)/US Patent_1950-04/Oct 28
        Examined  250 files
        Examined  300 files
        Examined  350 files
        Examined  400 files
             1    654: US Pat.Full._1976-2004/Oct 28
        Examined  450 files
        Examined  500 files
        Examined  550 files

    2 files have one or more items; file list includes 562 files.

# What's new

ASTEROID 2002 (September, 2002) contains a number of new features.

**Grid View and Excel compatibility enhancements**

Customize ASTEROID outputs to match corporate standards and/or personal preferences.

Excel look and feel.

- Grid view can be set as default
- Control data display in Grid view outputs
  - What data to be displayed
    - Sample size / Projected population
    - Vertical / Horizontal / Layer percentages plus Index score
  - Appearance of the data
    - Font – size and typeface
    - Number display
    - Text alignment
    - Borders and Patterns
  - Save formats as Templates - Default or Table specific
- Layers displayed as Tabs in Grid view
- Create and Save templates for Graph outputs
- Exchange Grid view and Graph outputs with other applications
  - Save Grid view output as Excel (preserves all formatting)
  - Create HTML page of Grid view output
  - Save picture from Graph outputs (JPEG, WMF or BMP)

**Report Folder**

Save common ASTEROID tasks in report folders to simplify management and recall.

Report Folder.

- Manage ASTEROID tasks into "folders"
- Save a "Report Folder" containing several tasks for later recall
- Any ASTEROID task (Tabulation/Profiler/AID/Media Schedule) may be saved
- Specify primary task output (Report/Grid view/Graph view)
- Linked Grid and Graph templates allow reproduction of Grid view and Graph output
- Re-run any saved task to re-produce the previous output (including formatting)
- Re-run tasks on a different (compatible) database for tracking or comparative studies
- Re-run tasks on the new version of the Single Source database
- Activate and work with any task in the ASTEROID dialogs
- Manage properties of tasks saved in folder:
  - Task name
  - View type (Report/Grid/Graph)
  - Database restriction (lock a task to a specific database)
  - Grid template
  - Graph template, chart type, number type, include total col   n
  - Power users ma; edit the ASTEROID task specification (   )

- Re-Order the sequence of tasks in the "folder" / Delete tasks.

**Enhanced Navigation (Explorer style dictionary)**

Windows Explorer look and feel.

- Drag & Drop functionality when
    - selecting variable and group items
    - re-ordering selected items
- Improved Find functionality
    - Able to search Globally within Variables or Groups
    - Last search result preserved
    - All searches saved for future use
    - Available across all sessions for the same database
    - Context Menu (Right Mouse click)
    - Operates differently within the Variable, Group and Selection screens
    - Bookmark function
        - Create a bookmark for commonly selected variables
        - Select variables from the bookmark list
        - Always available – unless deleted
        - Available across all sessions for the same database
    - Trace-back function
        - Minimises search through data menu
        - Opens the data menu to the variable containing the selection
        - Ideal when wanting to change selection within the same variable
    - Properties provide
        - Question text definition (if available)
        - Technical variable definition (for power users)
    - Filters
        - Able to select AND/OR/NOT while highlighting a group
- Group items selected are greyed-out
    - Minimises errors in selection
- Context Sensitive Help

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